

LIQUORSHOP WINDOW BRANDING

PRINTING SPECIFICATIONS



1. COMPONENTS

1.1 WINDOW BRANDING

Size : as per survey results (store specific)

1.2 WINDOW BRANDING AREA

The window branding area refers to the store windows that will be branded. Please note that 10% of each window must be used for Shoprite and Checkers Liquorshop Corporate branding. In addition, the ARA should measure 5% of the total window height.

2. PRINTING METHODS

2.1 DIGITAL PRINTING

Vinyl	:	i1490 Gloss White Vinyl
Colour	:	4-colour CMYK palette
Finish	:	i902 Gloss Lamination

3. ARTWORK REQUIREMENTS

3.1 TIMELINE

All artwork is required to be at Rainmaker Media 4 weeks prior to the start date of the campaign.

3.2 RETAILER NAMES

Only the relevant retailer name, i.e. the name of the retailer in whose store(s) the artwork/media is to be used, is allowed to appear on the artwork/media. Please note that NO other retailer names may be used.

3.3 DISCLAIMER ON ARTWORK

If more than one product is showcased on the artwork, a disclaimer needs to be added to ensure that the media installation takes place successfully should one or more of the variants on the media not be in-store. At least one of the advertised products must be stocked. The Rainmaker Media recommended disclaimer is "Selected stores have limited range".

3.4 SCALING

Artwork to be supplied in 50% size.

3.5 MIRROR IMAGE

This media is not a double sided display.

3.6 COLOUR PALETTES

All artwork should be supplied in CMYK palette. If you require spot colours to be printed please communicate to sales representative and supply artwork including all the correct spot colours.

3.7 FONTS

Convert all fonts to curves/outlines when sending artwork. If it is not possible to send files with text that has been converted, then please include all Post Script fonts that are used in the layout when submitting your file.

3.8 BLEED

To ensure a successful installation, artwork should have a 50mm bleed all around.

3.9 FILE FORMATS

PDF (1.4 compatibility) is the format of choice.

3.10 COLOUR PROOFS

To ensure consistency in the final printing run, two colour proofs must be supplied with the artwork. By providing this proof, we can produce the product that you want more accurately.

4. PRINTING REQUIREMENTS

- ✓ All printed material must have a resolution of at least 300 dpi.

FOR MORE INFO AND DETAILS PLEASE VISIT

www.rainmakermedia.co.za